



In all we do, let us be generous, fair & loving to Spaceship Earth and all its inhabitants. For we're All-One or None! All-One!

PRESS RELEASE

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**CONTACT:** Melissa Hodge  
03-9562-8822  
melissa@lateralfood.com

## ***Go Green This Spring and Clean With Dr. Bronner's Sal Suds***

### ***Top-Selling Natural Brand of Soap Offers a Multi-Purpose, Biodegradable Cleaner for Dishes, Floor, Laundry, and More***

**MELBOURNE, AUS** – Dr Bronner's, the globally renowned family-owned natural brand of soap, offers its versatile, plant-based cleaner, Sal Suds, as the perfect addition to your green spring cleaning routine. This eco-friendly product is a concentrated, biodegradable cleaner that is both effective and safe for just about any surface, and is safe for your family, too.

Made with plant-based surfactants, and Spruce and Siberian Fir pure essential oils, Dr. Bronner's Sal Suds is effective in hard or soft water, rinsing freely in both hot and cold temperatures. It is perfect for general household cleaning such as dishes, floors, and laundry, as it cleans and rinses with exceptional power, yet it is mild and gentle on the skin. It is also a great option for cleaning toys, cars, outdoor furniture, and much more, making it an ideal choice for sustainable spring cleaning.

"It takes just one safe, versatile, yet effective cleaner for a thorough spring cleaning," said Lisa Bronner, Dr. Bronner's consumer educator and editor of the 'Going Green with Lisa Bronner' website. "Sal Suds is a mild and biodegradable household cleaner that provides a deep, green clean that's super tough on stubborn stains and grease, yet gentle for home and planet. A small amount of Sal Suds is all you need for all household surfaces that can be washed, and it's my go-to product for effective, eco-friendly cleaning both indoors and outdoors. Spring is the perfect time to kickstart your green cleaning journey, and Sal Suds is the perfect companion. No fumes, no residues. Only clean."

Versatile and economical, the ultra-concentrated formula of Sal Suds allows for more cleaning capacity per bottle than other all-purpose cleaners. A 946mL bottle of Sal Suds Biodegradable Cleaner can:

- make 70 All-Purpose Housecleaning Sprays;
- wash 200 sinks full of dishes;
- mop 130 floors;
- wash up to 65 loads of laundry; and
- wash 130 cars.

Sal Suds is packaged in 100% post-consumer recycled bottles and is 100% cruelty-free, as certified by the Coalition for Consumer Information on Cosmetics.

Check out Lisa Bronner's Printable Dilutions Cheat Sheet for Sal Suds Biodegradable Cleaner: <https://www.lisabronner.com/wp-content/uploads/2024/10/Going-Green-Dilution-Cheat-Sheet-Sal-Suds-8p5x11-102324-14.pdf>.

A list of Dr. Bronner's retailers in Australia is available here: <https://www.drbronner.com.au/pages/stockists>.

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### **About Dr. Bronner's**

Founded in the U.S. in 1948, Dr. Bronner's is the top-selling natural brand of soap in North America and a leading mission-driven brand worldwide. The company is an independent, family-owned business based in California, committed to honoring the vision of founder Emanuel Bronner by making socially and environmentally responsible personal care and food products of the highest quality, and by dedicating profits to help make a better world. Dr. Bronner's commitment to social justice, environmental sustainability, and ethical business is part of the company's mission to put the "All-One" philosophy printed on the company's iconic soap labels into practice and integrate these ideals into all aspects of its operations. The company caps executive salaries at five times its lowest paid fully vested position and donates all profits not needed for business development. In 2024, Dr. Bronner's generated an estimated \$209 million in net revenue and gave an estimated \$8 million to charitable and activist causes. To date Dr. Bronner's has donated over \$100 million since 1998, when leadership was transferred to the current generation that runs the company today. The company celebrated 75 years in business in 2023.

For more information on Dr. Bronner's, please visit: <https://www.drbronner.com.au>.

### **About Lateral Food**

Lateral Food Corporation Pty Ltd is an Australian family owned and operated company with over 35 years of experience in manufacturing, retailing, distributing, importing, and exporting a wide range of products for the health and organic market. Lateral Food manufactures Grants of Australia products and are the exclusive importer to Australia and New Zealand of Dr. Bronner's Organic Body Care. The company has an extensive network of state-based distributors covering all Australian states and territories and exports to North and South America, Asia, New Zealand, and Eastern Europe.

For more information on Lateral Food, please visit: <http://www.lateralfood.com>.